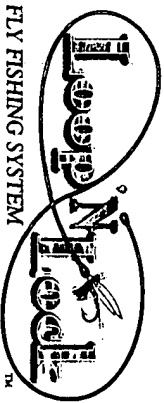


**No Flies to Thread!
No Knots to Tie!**

Change Flies in Seconds. .Not Minutes!

The Revolutionary New



Finally, the answer to fly fishing's biggest frustration... threading flies and tying knots!

Fly fishermen the world over all experience one frustration in common — the difficult, tedious, and time-consuming task of changing flies. No matter what locale he chooses, no matter what time of day he fishes, whether it's in a stream, a pond or a lake, in all probability in order to achieve any degree of success, he's going to have to change flies. In fact, more often than not several times, especially if he's switching from wet to dry flies or during the critical, limited minutes of a hatch.

Until now, this unavoidable interruption to fishing has, of necessity, involved a number of necessary steps which are often made even more difficult by the wind, the weather, and the water. Therefore, it's not surprising that, across the board, fishermen are quick to rate the changing of flies as one of their least favorite tasks in fly fishing and something they would certainly change if they could. With its unique, patented design, the LOOP 'N' LOCK™ Fly Fishing System† virtually eliminates this age-old problem.



Be Ready to Fish In Seconds...Not Minutes!

With the revolutionary LOOP 'N' LOCK™ Fly Fishing System† you will experience a dramatic reduction in loss of time when you change flies, because it virtually eliminates all the tedious steps you've had to endure in the past. No more flies to cut off! No more line to thread through a minuscule hook eye! No more flies to tie! In fact, the most time-consuming thing you'll have to do with this new system is select your fly! Fishermen who have tested the LOOP 'N' LOCK™ Fly Fishing System† are amazed at its simplicity and convenience. Guides are giving it their stamp of approval by the hundreds. This is truly the greatest improvement to fly fishing since the fly itself!

It's as Easy as 1-2-3 with.....

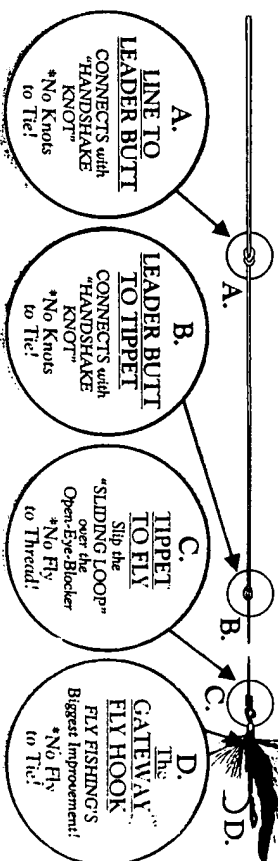
The Patented GATEWAY™ HOOK & SLIDING LOOP Tippet†

1. Insert the SLIDING LOOP™ into the open eye of the GATEWAY™ HOOK™ with its unique "blocker."
2. Slide the SLIDING LOOP Tippet† knot snug and tight on the GATEWAY™ HOOK eye.
3. TO REMOVE, merely slide the knot back in the opposite direction.

† Patent Pending

Drawing not to scale - For illustration only.

The First, True "NO KNOT" Fishing System Ever Developed



How It Works....

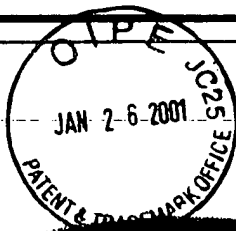
The LOOP 'N' LOCK™ Fly Fishing System† is unlike any other system you've ever tried. Utilizing a tippet, which features a "handshake loop" on one end for fastening to the leader butt and the SLIDING LOOP™ on the other for quick hook changing, this system makes fly changing easy. Even the GATEWAY™ HOOK™ has a revolutionary new design. Instead of the usual closed eye, this patented hook features a "blocker" on the hook eye, which functions as a lock for the SLIDING LOOP™ knot when tightened — and tests prove that it will stay securely locked until the sliding loop is manually released.

Therefore, when changing a fly with the LOOP 'N' LOCK™ Fly Fishing System†, merely remove the fly by releasing the SLIDING LOOP™ knot, make another fly selection, insert the tippet's "opened" sliding loop over the "blocker" of the new hook and slide the knot closed. In seconds, you're not only replaced one fly with another, you're ready to continue casting!

With the LOOP 'N' LOCK™ Fly Fishing SYSTEM†, you can also forget the hassle of trying to match up your tippet sizes with your hooks! SLIDING LOOP™ TIPPETS come on special, color-coded storage cards by tippet size (1X, 2X, 3X, etc.), making identification and selection quick and easy. And, the cards are just the right size to fit into your...pocket so you can take them with you wherever you're fishing. Keepers for the sliding loops, which attach to the card, keep the tippets ready to use time and time again and, if you happen to store a tippet on the wrong size card, don't worry. Both the keeper and fixed loop on each tippet are also color coded, which makes them easy to identify anytime.

The LOOP 'N' LOCK™ Fly Fishing SYSTEM† was developed by a fisherman, first for his own use and now for use by the fishing public. Its simple, yet effective, no-knot design makes it ideal for anyone — young, old, expert, or beginner. Once you've tried the LOOP 'N' LOCK™ Fly Fishing SYSTEM†, you'll never go back to fishing with any other system again!





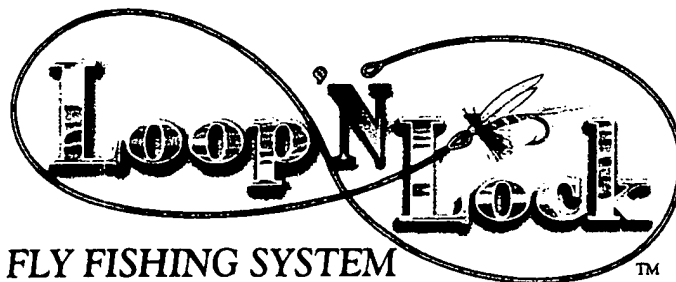
The Answer To A Universal Frustration For Flyfishermen.

Fly fishermen the world over, young and old, novice to expert, all experience one frustration in common- the difficult, tedious, and time-consuming task of changing flies. The answer to this age-old problem is now solved with the.....

RECEIVED

FEB 02 2001

TO 3600 MAIL ROOM



5944 Luther Lane ■ Suite 703 ■ Dallas, Texas 75225 ■ (214) 692-8881